

**ABSTRACT**

A method of: enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of: receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; transmitting the competition entry to the competition administrator; and enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

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